

FIG. 1

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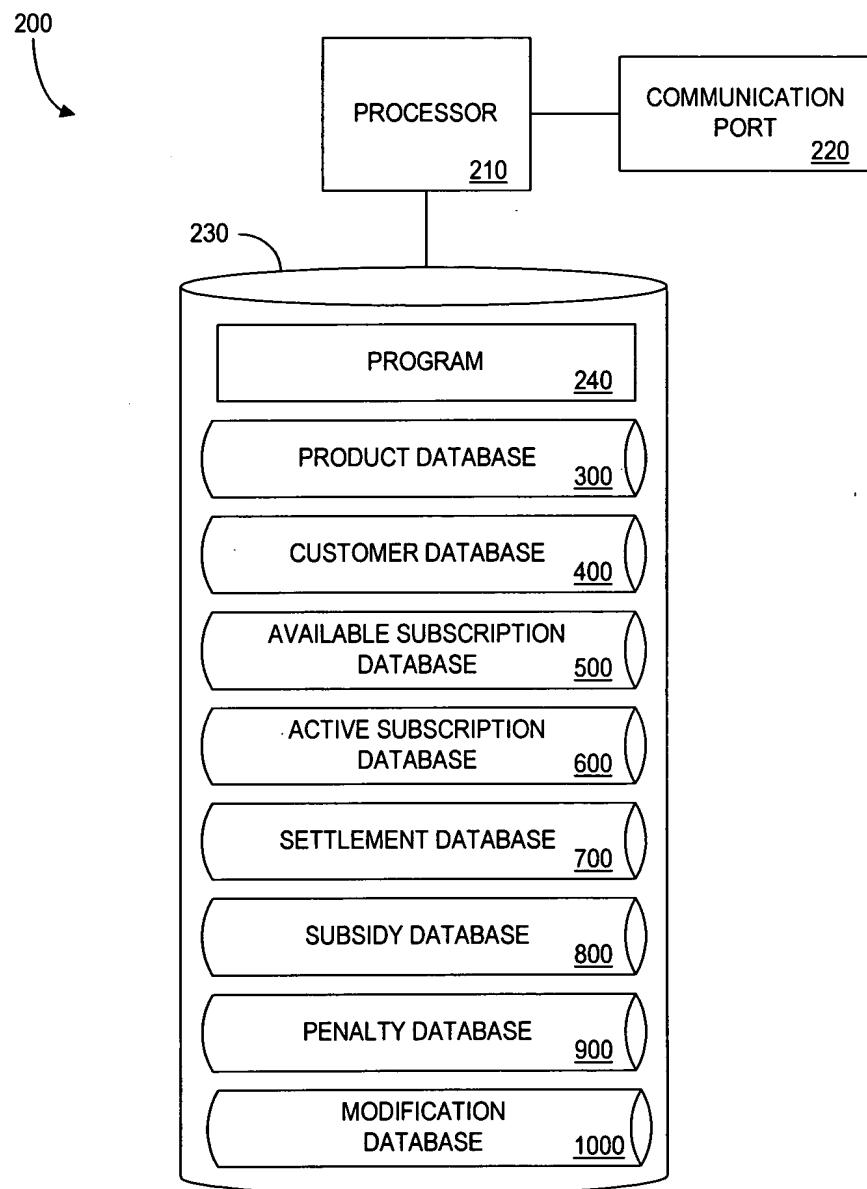


FIG. 2

0988888888888888

300
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<u>PRODUCT IDENTIFIER</u>	<u>PRODUCT DESCRIPTION</u>	<u>RETAIL PRICE</u>
<u>302</u>	<u>304</u>	<u>306</u>
P1111	4 PACK OF SOFT-BRAND TOILET PAPER	\$2.04
P2222	1/2 GALLON OF MILK	\$1.23
P3333	STANDARD OIL CHANGE	\$25.00
P4444	1 BAG OF TORTILLA AND 1 JAR OF SALSA	\$5.34
P5555	ANY ITEM FROM THE BAKERY DEPT.	-
P6666	ANY ICE CREAM PRODUCT	-

FIG. 3

400

CUSTOMER IDENTIFIER <u>402</u>	CUSTOMER DATA <u>404</u>	PAYMENT IDENTIFIER <u>406</u>	CONTACT INFORMATION <u>408</u>	ACTIVE SUBSCRIPTION IDENTIFIER <u>410</u>	SUBSIDY(S) <u>412</u>
1234-5678-9012-3456	ADAM SMITH	1234-5678-9012-3456	314 PINE LANE, ANYWHERE, CA, 90009	S12345, S23456	SUB345
234-678-9011	BETHANY JONES	2718-2818-2845-9045	(234)678-9011	S11111	SUB123
12345-6789	CHRISTOPHER ROBIN	1111-2222-3333-4444	EEYORE @POOH.NET	S22222	

FIG. 4

500

RETAILER	AVAILABLE SUBSCRIPTION IDENTIFIER	PRODUCT IDENTIFIER	SUBSCRIPTION PRICE	FREQUENCY	DURATION	PENALTY	MODIFICATION	DEPOSIT AMOUNT
502	504	506	508	510	512	514	516	518
JOE'S STORE	SR1111	P1111	>= \$0.99	WEEKLY; MONTHLY	>= 6 MONTHS <= 2 YEARS	X1, X5	YES	—
JOE'S STORE	SR1112	P5555	>= 80% OF RETAIL PRICE	BIWEEKLY; BIMONTHLY	>=1 MONTH	X2, X3	YES	—
JOE'S STORE	SR1113	P4444	\$5.00	MONTHLY; BIMONTHLY	1 YEAR	X1, X3	PENDING RETAILER APPROVAL	\$10.00
SAM'S STORE	AP1111	P1111	>= \$1.50	WEEKLY; MONTHLY; EVERY 3 MONTHS	>= 1 YR <= 2 YR	X1	NO	—
CHAIN STORE #72	W_72_1111	P5555	UP TO 70% OF RETAIL PRICE	ANY	ANY	X4	NO	1/2 OF TOTAL
JOE'S STORE SAM'S STORE CHAIN STORE #72	SR1115	P2222	>= \$0.75	WEEKLY; MONTHLY	ANY	X1, X5	NO	—

FIG. 5

600

REDEMPTION IDENTIFIER <u>602</u>	CUSTOMER IDENTIFIER <u>604</u>	SUBSCRIPTION PRODUCT <u>606</u>	SUBSCRIPTION PRICE <u>608</u>	FREQUENCY <u>610</u>	RETAILER <u>612</u>
R55555	234-678-9011	P1111	\$1.50	WEEKLY	SAM'S STORE
1234-5678-9012-3456	1234-5678-9012-3456	P4444	\$5.00	WEEKLY	JOE'S STORE
3141-5926-5358-9793	123-45-6789	P6666	80% OF RETAIL PRICE	MONTHLY	SAMS STORE; BIG STORE
1234-5678-9012-3456	1234-5678-9012-3456	P2222	1/2 OF RETAIL PRICE OF P3333	WEEKLY	JOE'S STORE

FIG. 6A

CHICAGO "S" CONTRACT

600

START DATE <u>614</u>	END DATE <u>616</u>	DATE OF LAST REDEMPTION <u>618</u>	QUANTITY REMAINING <u>620</u>	PENALTY <u>622</u>	STATUS <u>624</u>
9/1/02	9/1/03	10/15/02	22	-	VALID
5/3/02	-	9/9/02	-	X3, X5	VALID
FIRST DAY OF SUMMER	FIRST DAY OF WINTER	10/12/02	2	X4	VALID
3/3/02	9/3/02	6/9/02	8	X5	INVALID

FIG. 6B

700 →

SETTLED PARTY <u>702</u>	SETTLEMENT PRICE <u>704</u>	SETTLEMENT SCHEDULE <u>706</u>	COMMISSION FEE <u>708</u>
SAM'S STORE	SUBSCRIPTION PRICE	AT REDEMPTION	—
JOE'S STORE	RETAIL PRICE	UPFRONT, AT BEGINNING OF SUBSCRIPTION	\$10 FOR EACH SUBSCRIPTION ESTABLISHED
BIG STORE	AVERAGE OF RETAIL AND SUBSCRIPTION PRICES	EVERY WEEK	\$15 FOR EACH SUBSCRIPTION FULFILLED
CHAIN STORE	95% OF RETAIL PRICE	AT END OF SUBSCRIPTION	\$5,000 FOR EVERY 1,000 SUBSCRIPTIONS ESTABLISHED
LITTLE STORE	RETAIL PRICE MINUS SUBSCRIPTION PRICE	AT REDEMPTION	—

FIG. 7

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800

SUBSIDY IDENTIFIER <u>802</u>	SUBSIDY PROVIDER <u>804</u>	OBLIGATION <u>806</u>	SUBSIDY AMOUNT <u>808</u>
SUB123	MCI	SWITCH TO MCI LONG DISTANCE	\$50
SUB234	VISA	APPLY FOR A GOLD VISA CARD	\$35
SUB345	NABISCO	SUBSCRIBE TO 2 OR MORE NABISCO PRODUCTS	\$20

FIG. 8

900 →

PENALTY CODE	PENALTY DESCRIPTION	PENALTY CONDITION(S)
<u>902</u>	<u>904</u>	<u>906</u>
X1	LOSE INITIAL DEPOSIT, END SUBSCRIPTION	END DATE PAST AND QUANTITY REMAINING >0
X2	LOSE FREQUENT SHOPPER BENEFITS	PRODUCT UNREDEEMED FOR OVER 3X THE FREQUENCY PERIOD
X3	RAISE SUBSCRIPTION PRICE \$0.05	FREQUENCY CONDITION UNMET
X4	CHARGE \$5.00, END SUBSCRIPTION	END DATE PAST AND QUANTITY REMAINING >0
X5	EXTEND DURATION ONE WEEK	FREQUENCY CONDITION UNMET

FIG. 9



MODIFICATION REQUEST	MODIFICATION RULE	MODIFICATION PENALTY
<u>1002</u>	<u>1004</u>	<u>1006</u>
EXTEND DURATION	1 REQUEST PER SUBSCRIPTION	\$2.00
SHORTEN DURATION	1 REQUEST PER SUBSCRIPTION	INCREASE SUBSCRIPTION PRICE BY 10%
INCREASE FREQUENCY	ANY TIME	N/A
DECREASE FREQUENCY	MUST BE BY LESS THAN 50%	EXTEND DURATION BY 1 MONTH
SKIP A FREQUENCY TERM	ANY TIME	N/A FOR FIRST 3, \$2.00 EACH ADDITIONAL
END SUBSCRIPTION EARLY	1 REQUEST PER CUSTOMER PER 6 MONTHS	LOSE DEPOSIT, IF ANY
RENEGOTIATE SUBSCRIPTION PRICE	ANY TIME	N/A

FIG. 10

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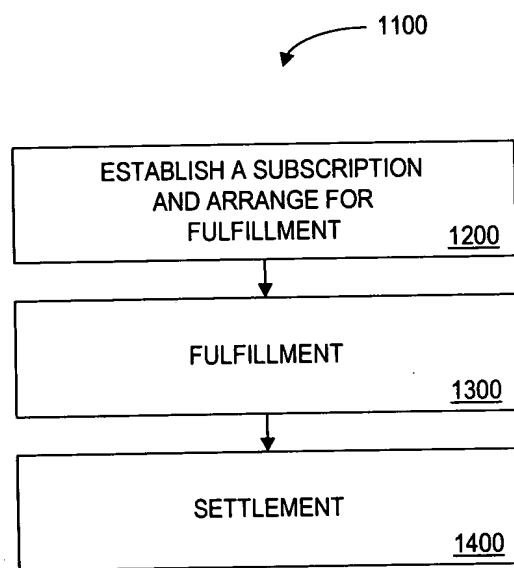


FIG. 11

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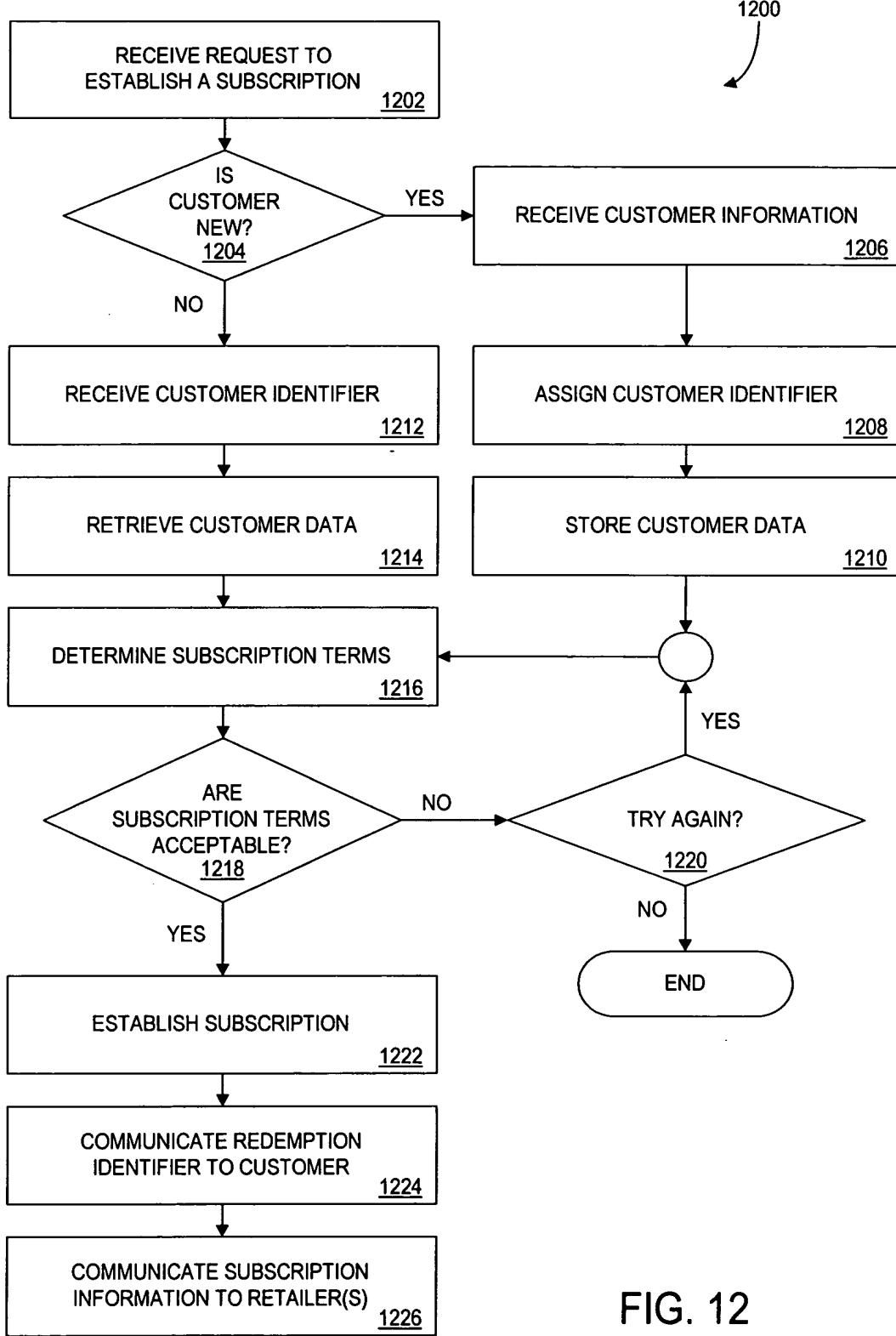


FIG. 12

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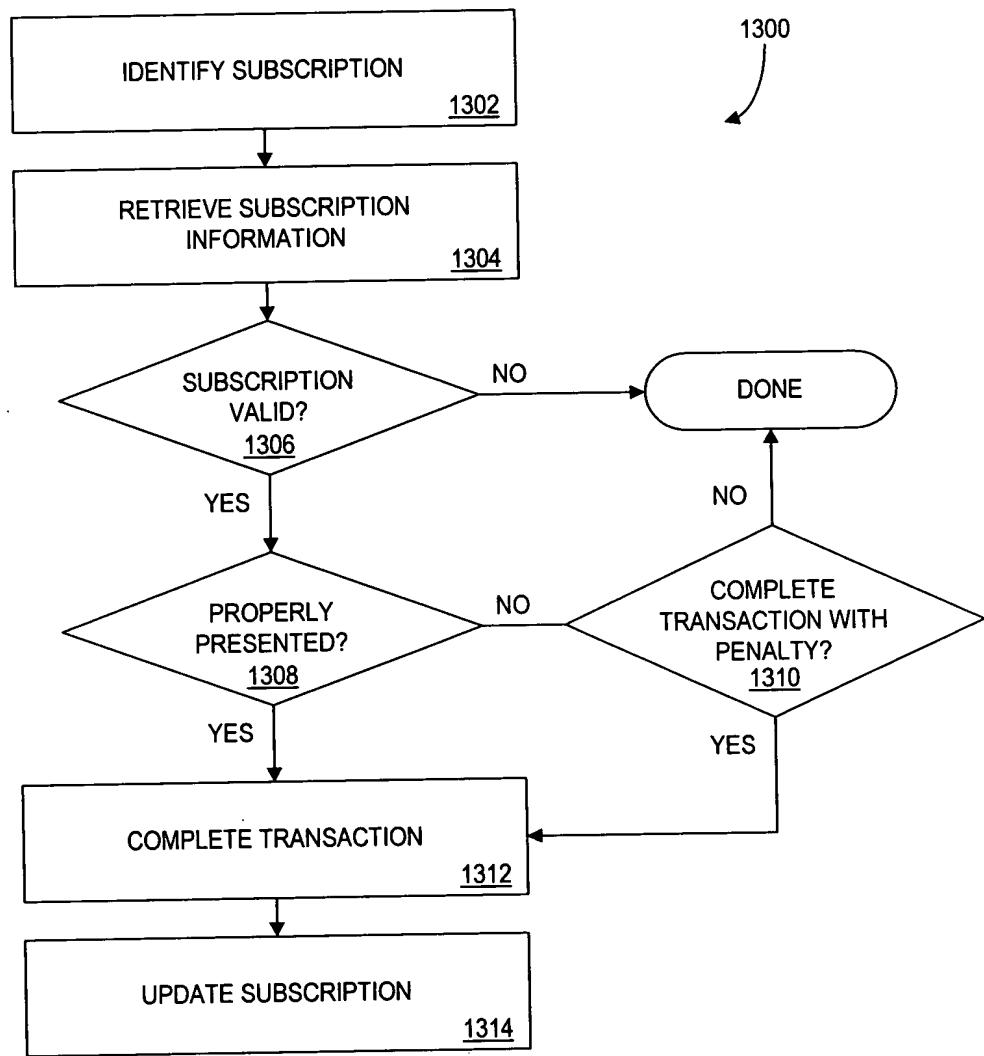


FIG. 13

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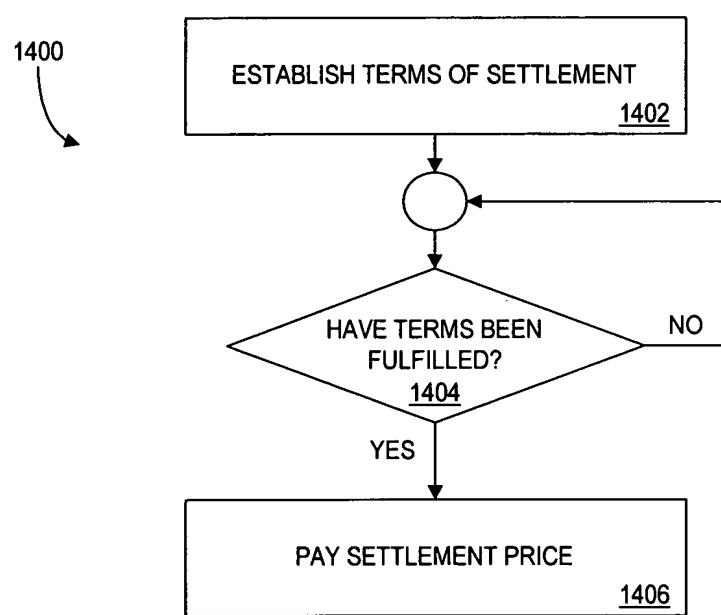


FIG. 14